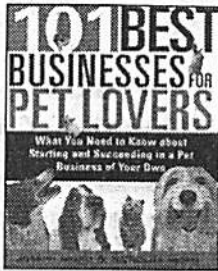


## Resident Authors Pet Business Book

By ADAM SWIFT

**T**he family pet is big business these days, to the tune of \$40 billion a year, a figure that has more than doubled in just over a decade.

Duxbury resident Joseph Nigro and his brother Nicholas have just published a new book, "101 Best Businesses for Pet Lovers" with the



goal of helping people capitalize on the growing pet care trade.

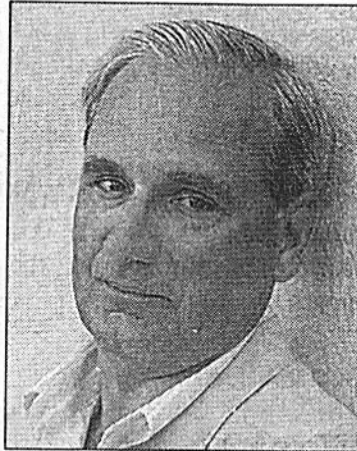
Joe Nigro first got involved in the pet industry when he was a 19-year-old student at Fordham University in New York City.

"I got started through a neighbor who wanted to open a store in New York City," said Nigro.

Although they originally wanted to open a store in Manhattan, the price of real estate was too high, and they ended up buying an existing pet store in Queens.

"It was 800 square feet, a real Mom and Pop store," Nigro said.

Nigro started by selling some pet supplies and tropical fish, but he soon grew his business, getting involved in



Duxbury resident Joseph Nigro coauthored "101 Best businesses for Pet Lovers" with his brother, Nicholas.

the warehouse side of pet supplies, and adding more and larger stores.

"We went from 5,000 square feet to 20,000 square feet stores, mostly because we were forced to by the competition," Nigro said. By the mid-90s, Nigro and his partner, Rich Covello, had eight Pet Nosh superstores in New York, New Jersey and Connecticut.

Nigro sold his Pet Nosh stores to Petco in 1996 and moved to Duxbury several years later. Nigro's wife, Martha, is also involved in the pet business.

With his years of experience and the contacts he has in the business, Nigro said it was a natural fit for him to work with his brother Nicholas on "101 Best Businesses for Pet Lovers."

"The business has explod-

ed over the last 10 years," Nigro said. "There are now all-natural pet foods, doggie daycares, and even pooper scoopers who will come to your house."

With his new book, Nigro gives a basic overview of those businesses and many more.

The pet business, he said, is perfect for people who want to change careers, make additional income, or for retired people who want to work a few hours a week.

"As people get older or retire, there are plenty of businesses in the pet industry that do not cost a lot of money to start," Nigro said. "And they are businesses that people can do as small or large as they want."

"For example, if you want to be a dog sitter, you can do it out of your house by yourself, or you can do it out of an office and have 20 people working for you," he said.

The key to starting a business, Nigro said, is to target what you like to do, and then figure out how big or small you want to go.

Nigro added that stores and companies that paid little attention to pets a decade ago are now branching out to offer everything from holistic pet products to designer pet clothes.

"It's a \$41 billion a year industry and growing," he said.